

**WHAT IS CLAIMED IS:**

1. A composition for a reduced viscosity hydrophobic thickener system for thickening a polymer-containing aqueous system, said composition comprising:
  - a) a cyclodextrin-containing compound having a hydrophobic cavity of a predetermined size; and
  - b) a hydrophobically modified associative thickener containing at least one terminal phobe of a size capable of complexing with said hydrophobic cavity of said cyclodextrin-containing compound;  
wherein at least a portion of said cyclodextrin-containing compound is complexed with said hydrophobically modified associative thickener in such a way that at least a portion of at least one of said phobes at least partially fills said hydrophobic cavity.
2. The composition according to claim 1, wherein said cyclodextrin-containing compound is selected from the group consisting of : alpha cyclodextrin, beta cyclodextrin, gamma cyclodextrin, ethoxylated cyclodextrin, propoxylated cyclodextrin, methyl-alpha cyclodextrin, methyl-beta cyclodextrin, and methyl-gamma cyclodextrin.
3. The composition according to claim 1 wherein said hydrophobically modified associative thickener of step (b) is a hydrophobically modified polyethoxylated urethane thickener which further contains at least one diisocyanate functional group having a size and configuration such that it is capable of complexing with said hydrophobic cavity of said cyclodextrin-containing compound; and  
wherein said complexation occurs in such a way that at least a portion of at least one of said diisocyanate functional groups and/or at least one of said phobes at least partially fills said hydrophobic cavity.
4. A method for providing a reduced viscosity thickener system for a polymer-containing aqueous system, the method comprising:

- a) providing a cyclodextrin-containing compound having a hydrophobic cavity of a predetermined size;
  - b) providing a hydrophobically modified associative thickener containing at least one terminal phobe of a size capable of complexing with said hydrophobic cavity of said cyclodextrin-containing compound;
  - c) mixing said cyclodextrin-containing compound provided in step (a) and said hydrophobically modified associative thickener provided in step (b), such that at least a portion of said cyclodextrin-containing compound of step (a) is complexed with said hydrophobically modified associative thickener of step (b) in such a way that at least a portion of at least one of said phobes at least partially fills said cavity.
5. The method according to claim 4, wherein said hydrophobically modified associative thickener of step (b) is a hydrophobically modified polyethoxylated urethane thickener which further contains at least one diisocyanate functional group having a size and configuration such that it is capable of complexing with said hydrophobic cavity of said cyclodextrin-containing compound;  
such that said complexation occurs in such a way that at least a portion of at least one of said diisocyanate functional groups and/or at least one of said phobes at least partially fills said hydrophobic cavity.
6. The method according to claim 4, wherein the closer the size of said cyclodextrin-containing compound hydrophobic cavity is to the size of said at least one terminal phobe of said hydrophobically modified associative thickener, the higher the viscosity suppression efficiency of said cyclodextrin-containing compound,  
wherein said at least one terminal phobe of said hydrophobically modified associative thickener is not larger in size than said hydrophobic cavity of said cyclodextrin-containing compound.
7. A method for increasing the viscosity of a polymer-containing aqueous system, comprising mixing the reduced viscosity thickener system prepared according to claim 4 with:
- a) a polymer-containing aqueous system,  
wherein said polymer is water-insoluble; and

- b) a surfactant capable of decomplexing said cyclodextrin-containing compound from said hydrophobically modified associative thickener.
8. A method for providing a reduced viscosity thickener system for a polymer-containing aqueous system, the method comprising:
- a) providing methyl- $\alpha$ -cyclodextrin having a hydrophobic cavity;
  - b) providing a hydrophobically modified associative thickener containing at least one terminal phobe of a size capable of complexing with said hydrophobic cavity of said methyl- $\alpha$ -cyclodextrin;
  - c) mixing said methyl- $\alpha$ -cyclodextrin provided in step (a) and said hydrophobically modified associative thickener provided in step (b), such that at least a portion of said methyl- $\alpha$ -cyclodextrin of step (a) is complexed with said hydrophobically modified associative thickener of step (b) in such a way that at least a portion of said phobes at least partially fills said cavity.
9. A method for increasing the viscosity of a polymer-containing aqueous system, comprising mixing the reduced viscosity thickener system prepared according to claim 8 with:
- a) a polymer-containing aqueous system,  
wherein said polymer is water-insoluble; and
  - b) a surfactant capable of decomplexing said methyl- $\alpha$ -cyclodextrin from said hydrophobically modified associative thickener.